

**AMERICA'S CUP WORLD SERIES HOST COMMITTEE**

**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**

**PUBLIC SESSION**

**June 6, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, June 6, 2012, in Public Session, beginning at 3:00pm, at the offices of Newport & Bristol County Convention & Visitors Bureau, 23 America's Cup Avenue, Newport, RI 02840 pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

Subcommittee members present: Mr. Evan Smith (Chair), Mr. Ken Shane, Mr. Rick Nagale, Mr. Geoff Grout, Ms. Tina Dolen, Ms. Kim Cooper, Mr. Tom Shevlin, Ms. Geremie Callaghan

RIEDC Staff Present: Ms. Melissa Chambers

Other guests attending: Ms. Annie Colella, Ms. Andrea McHugh, Ms. Alyson Pangakis

**CALL TO ORDER AND OPENING REMARKS**

Mr. Smith called the meeting to order at 3:00 p.m. He welcomed everyone, introductions were made.

**APPROVAL OF MINUTES FROM MAY 30, 2012 MEETING**

The minutes from the subcommittee meeting held Wednesday 23, 2012 were circulated and approved.

**GENERAL DISCUSSION**

Committee chair, Mr. Evan Smith, gave the following updates from Ms. Sue Maffei Plowden who could not attend:

1. A release is planned for June 11<sup>th</sup> announcing the match ups for the team racing along with match races dates and times.



2. Another media release is expected early the week of June 11 announcing other new media partnerships for the America's Cup Event Authority (ACEA). Tickets sales for the Friday night welcome event at Fort Adams have reached 175 sold as of Wednesday.

Ms. Chambers informed the subcommittee members that the container ship is due to Quonset on Sunday, June 10<sup>th</sup>. A media advisory will go out to encourage press to go take photos on Monday of the ship unloading.

Ms. Cooper briefed the subcommittee on the new poster and rack brochure design. The draft creative was circulated around the room for comment and feedback. These items will be printed soon for distribution around the state.

Mr. Shane briefed the subcommittee members about the work he has done to set up and promote the Facebook page for the Newport America's Cup event. He encouraged the group to visit the Facebook site and "like" the page so that we can build the social networking impact.

The subcommittee discussed the new additions for the official opening ceremony on Wednesday night, June 27<sup>th</sup> to be held at Fort Adams State Park. Admission is free, but there will be a \$10 charge for parking. There will be live music from 4:30 – 8:00 p.m. The concert will be by The Ravers, a local Rhode Island band. Welcome remarks and the introduction of the teams will be from 6:00- 6:45 p.m. There will be a special performance by Island Moving Company. Cash bar will be available. This event is open to the public and the goal is to build attendance to welcome the racers and kick off the event in grand style.

Ticket sales to date for the four race days have reached approximately 1,500.

#### **ADJOURNMENT AND CLOSING COMMENTS**

A motion to adjourn was made at 4:15 p.m. All were in favor. The next meeting for the Marketing/ PR Subcommittee will be on Wednesday, June 13, 4:30 p.m. at the Gateway Visitors Center in Newport. It is planned to be the subcommittee's last meeting.